



# NEWS



CONTACT: Fran Clader  
(916) 843-3310

Office of Media Relations  
601 N. 7th Street  
Sacramento, CA 95811

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## **CHP TO RAISE AWARENESS DURING “RED RIBBON WEEK”**

SACRAMENTO, Calif. – Drugs are illegal, dangerous, and addicting for youth and adults alike. The California Highway Patrol invites the community to take a stand against drugs during National Red Ribbon Week, Oct. 22–30, 2011.

The intent of Red Ribbon Week is to raise awareness of illegal drug use and the problems related to drugs facing our community. The CHP encourages parents, educators, business owners, and other community organizations to promote drug-free lifestyles.

“We encourage Californians to build healthy, drug-free communities and lifestyles. During Red Ribbon Week, we can take this opportunity to be vocal and visible in our efforts to achieve a drug-free community,” said CHP Commissioner Joe Farrow.

The red ribbon symbolizes a commitment to reduce illicit drugs in our communities. In 1985, Drug Enforcement Administration Special Agent Enrique S. "Kiki" Camarena was killed by drug traffickers. Shortly after Camarena's death, citizens from his hometown of Calexico, Calif. began wearing red ribbons to remember him and commemorate his sacrifice. The U.S. Congress established Red Ribbon Week in 1988.

Red Ribbon Week is observed in cities across the country the last week of October every year. During Red Ribbon Week, millions of Americans pledge to live a drug-free lifestyle by wearing red ribbons and participating in community-wide, anti-drug events.

“Taking part in Red Ribbon Week is a unified way for communities to take a stand against drugs and show intolerance for illegal drug use and its consequences,” added Commissioner Farrow.

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